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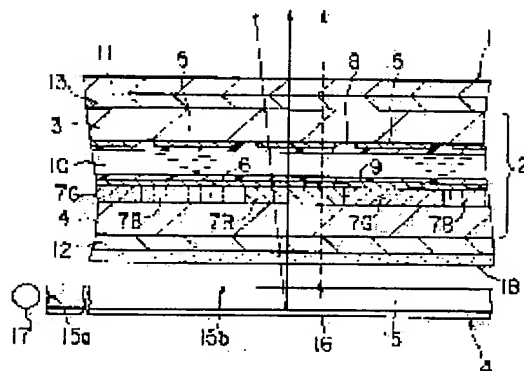
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(54) LIQUID CRYSTAL DISPLAY DEVICE

(57)Abstract:

PROBLEM TO BE SOLVED: To provide a transreflective liquid crystal display device for obtaining a bright display both in a reflective display and in a transmissive display by enhancing both reflectance of light transmitted by a liquid crystal display element in the reflective display, using external light and a ratio of light incident on the liquid crystal display element in the transmissive display which uses illumination light.

SOLUTION: A backlight 14, consisting of a light transmitting plate 15 provided with an incident end face 15a and an incidence plane 15b, which emits incident light from the incident end face 15a and makes light transmitted by the liquid crystal display element 1 incident thereon or to be thereby emitted, a reflection plate 16 arranged thereafter and a light source 17 arranged counterposed to the incident end face 15a of the light transmitting plate 15, making the light transmitting plate 15 transmit and the reflection plate 16 reflect incident light from the outside which is incident from the front side, the observation side of the display, is transmitted by the liquid crystal display element 1 and is emitted to the rear side, for guiding illumination light from the light source 17 via the light transmission plate 15 and emit it from the incidence-emission plane 15b, is arranged on the rear side of the liquid crystal display element 1.



LEGAL STATUS

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